

**Industry 2012 Committee**  
**September 27, 2012**  
**MINUTES**

**CALL TO ORDER at 8:00 am** by Bridget Powers

In attendance: Dave Snyder, Mike Fluty, Brent Smith, Jennifer Henry, Rich Anderson, Bruce Cosgrove, Teri Tait-Wilson, Jocelyn Maddux, Chuck Heisleman, Jeff Birkholz, Bud Richardson, Darcy Brewer, Karin Koons and Amy Lind.

Bud Richardson thanked Jocelyn Maddux on all her hard work with the wineries to get the optional afternoon tour finalized. He said the two trolleys will be there at 8am to be utilized for the business tour. Bridget Powers briefly outlined the businesses on the tour (15 mins per business). It was said a tour guide will be needed for each group on these tours. An additional bus is needed for "overflow", the City has committed to providing one small bus. The Ceronix tour can take place at the end of breakfast. The consensus of the group was more time is needed for each business/ and loading/unloading from bus.

Jeff Birkholz provided a budget update. A discussion followed regarding expenses paid and updating expected expenses. Bridget said the funds budgeted for advertising can be spent for the Sac Bee and possibly other publications. Dave Snyder said he will look into in-kind advertising with a Bay Area publication.

Jennifer Henry reported on the sponsor lunch count to date, which was 76. Bud asked if the bus drivers lunch was included in the count, and after discussion it was decided their meals would be included at the Ridge. Industry committee members wanting to attend lunch need to pay the actual cost of lunch (\$25). Bridget reviewed the list of sponsors she has. She talked about reaching out to business contacts. Rich and Jen said they sent the invite out to their customer list yesterday. Jocelyn asked about price options for people who are already looking to relocate. Special pay circumstances need to be called into the Chamber, as there is no option online.

Bridget confirmed with Teri how many people are on the "scrubbed" list of CEO's. She said there are about 1,700 on this list. There was some confusion about the follow up work that she is doing with this list, and the work Brad Weston is doing with the same list. She said she will contact Brad.

Bruce Cosgrove showed the nametags they designed. He explained how the bfast/lunch tickets would work.

Darcy Brewer provided an update in regards to the volunteers. She said she will get out a categorized list next week. She also said she will work on a script for the tour guides in regards to airplane info/ tour stops/ specialized airport info. She said she would like to have the airport staged to highlight certain features of the airport. She said airplane rides will be available from 9-11am and 2-4pm. She said the route we would like them to take needs to be confirmed.

Karin said she would like to get the final numbers for lunch by next week. It was confirmed that lunch will begin promptly at noon.

Chuck provided an update on the Symphony's involvement during breakfast and the 5 minutes presentation they would like to make.

Bridget said she and Dave will conference call with Kelly Brothers.

Dave asked about the program for the day of, and the power point of sponsors to run during lunch.

The next meeting is Thursday, Oct 4<sup>th</sup> at 8am at City Hall, and the next week the committee will meet at TGH again, Oct 11<sup>th</sup> at 8am to do a final run through.

Adjourned at 9:05 a.m.

Future meetings:

10/4/2012 8am Room 10

**10/11/2012 8am at TGH**

Minutes submitted by Deputy City Clerk Amy Lind.